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References will be provided on request.

About me .

I am a commercially focused and passionate Creative Director with a successful career spanning over 19 years.

I founded and was Chief Creative Officer of **Tangozebra**, a leading provider of digital marketing solutions and pioneer of rich media advertising. The business was sold to **DoubleClick** in 2007 and subsequently **Google** where I held the position of Head of Creative Services, EMEA until 2010. Since then I have taken time away from permanent roles to broaden my experiences and focus on contract and consulting opportunities as a Creative Director, Digital Creative Consultant and Business Consultant.

I have built and led creative departments; developed departmental and business strategies; introduced creative and project processes; won many key clients and facilitated the 'big ideas' for numerous projects which I have then orchestrated through to delivery.

I am extremely passionate about my work and pride myself on being meticulous with every challenge I am involved with. I especially enjoy working and collaborating with creative and technical teams and thrive on crafting beautiful innovative solutions for any creative challenge.

Professional Experience | *Contracting & Consulting* .

Wayblaze

July 2014 - Jun 2015

Digital Creative Consultant

- Consulting to a new crowdfunding platform on its business strategy and product design and development. The platform helps enable civic projects that create better places to live, work and play.

Electric Hummingbird

Mar 2013- July 2014

Digital Creative Consultant

- Drove new business opportunities for this boutique digital creative and technology agency.
- Consulted on and introduced new creative and project delivery processes and online collaborative tools.
- Highlight was winning and working on a key project to design and develop custom User Interfaces for **IPONWEB**, a large RTB (Real Time Bidding) / AdExchange backbone solutions provider.

TC Communications

Mar 2014 - Jun 2014

Business & Creative Consultant

- Business audit for this integrated marketing agency. Made key observations and recommendations to improve, evolve and optimise business effectiveness, especially how it could better embrace the digital landscape.
- Creatively directed successful client projects and pitches both B2B and B2C including: **Menzies Aviation, Control Risks, Milwaukee Power Tools, Ryobi Power Tools, Martin Grant Homes, O2, Mizuno Golf.**
- Introduced workflow best practices, project and creative processes and online collaborative tools.

Snack Media

Feb 2013-Jun 2013

Digital Creative Consultant

- Consulted to this premium sports content publisher to help set up their RTB (Real Time Bidding) solution.
- Project involved advising, selecting and setting up suitable ad serving solutions, staff training and setting up an ad trading desk allowing the business to create new advertising revenues channels.

Kodu Digital

Dec 2011-Nov 2012

Interim Creative Director

- Introduced creative and project processes to improve the quality, freshness and efficiency of creative output.
- Created business strategies focused on long term scalable opportunities.
- Won new clients including **Graff Diamonds** and **Google** equating to over £400k of new business.
- Introduced new client opportunities to the business including **Yahoo** and **Bupa**.
- Identified and drove new opportunities with existing clients, increasing spend and diversity of projects.
- Motivated and developed creative team leading to increased skills, higher quality work and improved morale.

Adtech (part of AOL)

Jul 2010-Sept 2011

Digital Creative Consultant

- Consulted on the UI design of Adtech's new Rich Media work-flow application, Canvas. Project was delivered over multiple phases with final delivery Sept 2011.

Professional Experience | *Permanent Roles* .

Google

Mar 2008-Jun 2010

Head of Creative Services, EMEA

- Worked alongside Google's Global Head of Display, to shape and implement the departmental strategy - supporting Ad Sales and product development teams for Google Display and YouTube.
- Managed a team of 30+ designers, developers, producers and client services and continued to help with their career opportunities and growth within this new business environment.
- Supported display media deals for many of Google's premium clients including **T-Mobile, Universal, Audi**.
- Worked with engineering teams in San Francisco to develop new ad formats for the YouTube display business.
- Supported YouTube product marketing teams with a number of key initiatives.

DoubleClick

Mar 2007-Mar 2008

Creative Director, EMEA

- Worked closely with DoubleClick's senior management to manage the smooth integration of the creative department following acquisition.
- Continued to manage and lead a team of 30+ designers, developers, producers and client services.
- Responsible for driving new business and growing existing relationships to achieve annual turnovers of £2m + from the department, exceeding targets by over 20%.
- Worked with senior management at both DoubleClick and Google to help prepare for imminent move and integration into the Google business. DoubleClick was acquired by Google in March 2008.

Tangozebra

Apr 1996-Mar 2007

Founder & Chief Creative Officer

- Sat on the board and played a key strategic role in shaping the business into the leading provider of digital marketing solutions in Europe with a market share of 70% for its rich media solutions. The business provided advertising technology solutions and digital creative services.
- Built and headed up the creative services department from 1 person in 1996 to a team of 30 designers, developers, producers and client services.
- Built a strong support network of creative and technology experts and specialist boutique agencies.
- Introduced creative and project processes to help drive efficiencies and output of over 2000 projects for numerous clients across multiple verticals.
- Won and managed all key client relationships including **RBS Group, FT, Yahoo, Swatch, Selftrade, ITV, Volvo Ocean Race, Adidas**.
- Responsible for driving annual business worth in excess of £1.8m.
- Instrumental in the sale of the business to DoubleClick in 2007 for £15m.

Education .

BA (Hons)

Sept 1988-July 1991

Recreation Management

Sheffield Hallam University

Other interests .

Outside of my creative and technology passions I am a bit of a wilderness 'junkie' and relish any opportunity that allows me to get out into the natural world. In the pursuit of this passion I have travelled to a number of countries to enjoy activities such as sailing, sea kayaking, canoeing and hiking, sometimes in the most remote places. When not in other countries I like to exercise regularly and am a keen swimmer and cyclist. This is all to counteract one of my other passions... food. I love all types of food and am a keen, albeit somewhat amateur cook.

My other big passion is my family. I have two young children with my partner Kate. I am true believer in balancing my work and family life. We recently invested in a holiday home in The New Forest which we now run as small holiday cottage for let. In between guests my family and I regularly use it as a base to explore the surrounding coastline and countryside. I really enjoy seeing my kids being active especially when there are so many other distractions nowadays.